

F.Y. BBA Oct / Nov 2023.

Total No. of Questions: 4]

SEAT No. :

[Total No. of Pages: 2

**F.Y. B.B.A.**  
**102: BUSINESS COMMUNICATION SKILLS**  
**(2019 Pattern) (Semester - I)**

*Time: 2½ Hours]*

*[Max. Marks: 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

**Q1) Write answers in 20 words (Any 5)**

**[10]**

- a) Non-verbal communication means \_\_\_\_\_.
- b) Salutation means \_\_\_\_\_.
- c) Business Correspondence is \_\_\_\_\_.
- d) Qualities of written communication are \_\_\_\_\_.
- e) Modes of social media includes;
- f) Advantages of Tele-conferencing are \_\_\_\_\_.
- g) Black and White communication \_\_\_\_\_.

**Q2) Letter writing (Any three)**

**[15]**

- a) Write complaint letter to Samarth Traders, Marine Road, Mumbai about receipt of wrong products.
- b) Write Enquiry letter to IIM, Ahmedabad for details about the MBA Program.
- c) Write an application letter for the post of Assistant Marketing Manager at Reliance Pvt. Ltd.
- d) Draft a sales letter to promote newly launched i phone mobile.

**P.T.O.**

Q3) Write answer (Any 1)

[10]

- a) Explain in detail the process of effective communication with suitable examples.
- b) Explain in detail components of a well drafted Business letter.

Q4) Write Short Notes (Any three)

[15]

- a) Merits and demerits of Oral Communication.
- b) Essentials of Listening
- c) Semantic Barriers.
- d) Positive and Negative impact of Technology.
- e) Components of E mail

□□□

P.T.O.